MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2016/2017

BMM3114 – MULTIMEDIA AND MANAGEMENT

(All sections / Groups)

06 MARCH 2017
2.30 p.m. - 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 4 pages (included cover page) with 5 Questions only.
2. Answer **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Figure 1

Figure 2

a.) There are 2 images displayed as **Figure 1**and **Figure 2**. What is the possible type and format of the images? Justify your answer. (10 Marks)

b.) State True or False for the following statement.

i. The computer must know how to represent the letter and images using tiny square cell. (2 Marks)

ii. If we placing an uppercase letter in the middle of a word is called as inter-letter. (2 Marks)

iii. The additive colour is created by combining colour light sources in three primary colours: Red, Green and Black. (2 Marks)

iv. Colour dimensional is a technique to reduce a 24-bit images into a 8-bit image. (2 Marks)

v. Morphing is done when the computer finally uses intricate algorithms to apply the effects on objects you have created. (2 Marks)

QUESTION 2

a.) Explain on how you might use animation in one of the following projects.

i. A mobile commerce apps for children between 7 to 12 years old. (5 Marks)

ii. An online staff directory for a cooperate company. (5 Marks)

Continued ...

b.) State True or False for the following statement.

i. The quality of a piece of mp3 song is depends on the sampling rate. (2 Marks)

ii. Direct kinematics is a process in which you link objects such as hands to arms and defines their relationships and limits. (2 Marks)

iii. GIF89a is an example of animation formats. (2 Marks)

iv. Storyboarding is very essential step in a video creating. (2 Marks)

v. External microphone is not a need for recording a better audio as the on-camera microphone is available. (2 Marks)

QUESTION 3

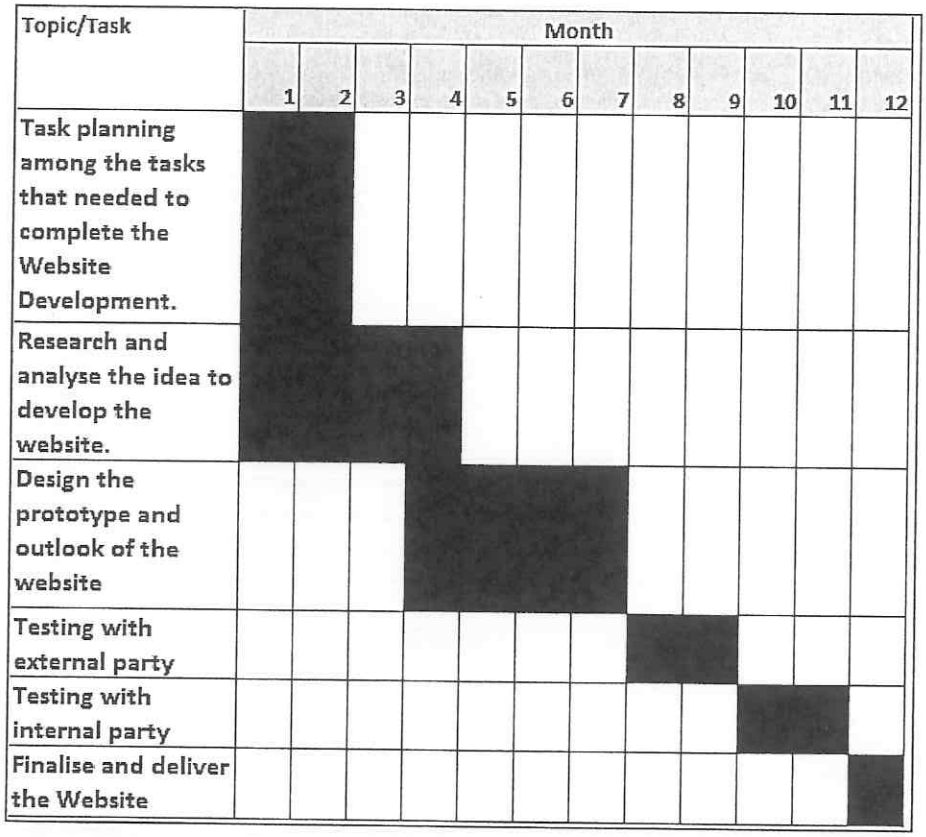

Figure 3

a.) Figure 3 shows a Gantt chart of a website development project. Identify 2 possible errors in the Gantt chart and justify it. (10 Marks)

Continued ...

b.) State True of False for the following statement.

i. A proof-of-concept is needed to explore the way on how a real product is presenting in reality situation. (2 Marks)

ii. We cannot estimate the budget amount while planning a multimedia project as this is not a right practice. (2 Marks)

iii. Contingencies is needed as a little extra padding to cover the inevitable unexpected costs. (2 Marks)

iv. We should not limit the frequency of the feedback given by customers as it is a very rude action to be practiced. (2 Marks)

v. Programmer is needed to design the outlook of a multimedia application (2 Marks)

QUESTION 4

Explain 4 ways on how do you use web 2.0 to complete the bidding proposal in this course (BMM3114 Multimedia and Management). (20 marks)

QUESTION 5

You are given a task of managing a design and production team to complete an opening gambit (Animation for opening remark) for an opening ceremony. Would you make sure the design and storyboard were done before beginning production, or would you start and allow the design to be changed during the production process ? How would factors such as the client, the technology, talent, and the relationship between the design and production team affect your approach? (20 marks)

End of Paper